

**DOWNTOWN DEVELOPMENT AUTHORITY  
CITY OF AUBURN, GA  
Jon Gomolak *Chair*  
Mayda Brown, *Vice-Chair*  
Susan Long, *Secretary*  
Massa Williams  
Tina Nix  
Layla Contreras  
Dakota Whaley**

**Minutes**

March 3, 2026

6:15 pm

Auburn Municipal Complex  
1 Auburn Way

Members Present: J. Gomolak, M. Brown, S. Long, M. Williams, L. Contreras, D. Whaley

City Officials/Staff: Staci Waters, Jack Wilson, Attorney, T.J. Sisk

**Call to Order**

Call to Order 6:15

**Old Business**

**1. Approval of Minutes February 3, 2026**

Action Taken: Motion to approve minutes of February's Meeting

M. Brown	Yes (1 <sup>st</sup> Motion)
S. Long	Yes
M Williams	Abstain (absent last meeting)
L. Contreras	Yes
D. Whaley	Yes (2 <sup>nd</sup> Motion)

**2. DDA Meeting Time**

Last Month Layla asked if we could change our meeting times so that she could attend Board of Education Meetings, which are at the same time. After looking at our calendar, no other day was as good and Layla was able to work out a different solution.

**New Business**

## **1. Budget Introduction**

A copy of our Budget for this Fiscal Year Oct. 1, 2025 through Sept. 30, 2026 is attached. The meeting to discuss next year's budget is in May 2026. Mayda will meet with City Staff. There is talk of moving some line items to other departments.

## **2. Layla – Social Media Presentation**

Strategic Plan for DDA Social Media and Community Growth. Copy Attached  
Our Goal is to develop a page to give a dedicated platform to business that does not get lost in City Hall News. Demographics were shared and the average age of residents is 34.7. We have about 8700 residents now. Staci said that the All About Auburn Facebook page can be taken over by DDA. Research will be done to determine the effect on rebrand vs new page. FaceBook and Instagram will be used. Layla paid close attention to streamlining our page with City Hall, especially with logos. Our attorney, Jack, suggested that we turn off the comments. We do not have the man power to monitor and things get out of hand quickly. Layla would like to leave comments on and will check with other city's to see how they do it.

## **3. Mayda-Auburn Business Association**

Mayda would like to help start a small scale Chamber of Commerce. This would be a great way of helping promote and give extra support to City Businesses. There would be member's dues and this would help fund the Association. This will be it's own entity, apart from DDA.

## **4. Staci – Main Street**

February's Car Show had a good turn out.

The 5K is this weekend March 7<sup>th</sup> with 116 signed up so far.

Ribbon Cutting on Saturday March, 21<sup>st</sup> 10 am at the WhistleStop Candy Shop

October's Food Truck Friday will be sponsored by RGS and other local business have applied for money to sponsor. Should hear about that more next month.

Staci suggest that we do not use the Create an Event feature on FaceBook. This creates an opportunity for possible scammers.

## **5. Announcements**

March 13<sup>th</sup> is Staci Water's last day with the city. We thank her for the many hours she has dedicated to making the City of Auburn a better and FUN place to live.

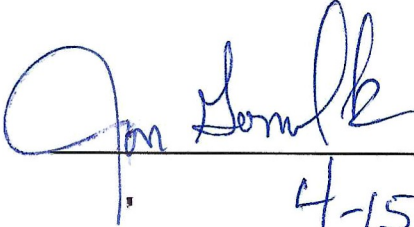
March 16<sup>th</sup> is the Water Reservoir Tour DDA has been invited.

Jon will be in Italy for the April meeting. Mayda will be out of town as well. A new date is being looked at.

**ADJOURN**

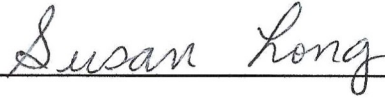
**Motion made to adjourn at 7:27**

<b>M Brown</b>	<b>Left Early</b>
<b>S Long</b>	<b>Yes</b>
<b>M Williams</b>	<b>Yes (2<sup>nd</sup> Motion)</b>
<b>L Contreras</b>	<b>Yes</b>
<b>D Whaley</b>	<b>Yes (1<sup>st</sup> Motion)</b>



Jon Gomolak

4-15-2026



Susan Long